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## **Upcoming Webinars Address Online Presence Management**

Countryside Conservancy announces the next in the free series of webinars designed to bolster the businesses of specialty crop growers across Ohio.

***Managing Your Online Content*** will be presented on Tuesday, September 10, from 1 to 2 p.m. This webinar is designed to help farmers and producers increase their brand awareness to gain additional business. Rachel Tayse Baillieul, author of the popular Harmonious Homestead website and blog, will guide attendees through choosing appropriate content for and maintaining a website and creating and sustaining a blog. To register: <https://attendee.gotowebinar.com/register/8695969647011136000>.

***Social Media Savvy*** will be presented on Tuesday, September 24, from 1 to 2 p.m. Social media can be an effective tool for building relationships with customers and driving traffic to your farm or business. Tracy Emrick of Countryside Conservancy will give an overview of popular social media sites like Facebook, Twitter, and Instagram, and explain how to create and effectively manage your social media presence. To register: <https://attendee.gotowebinar.com/register/7590427197957009664>

These classes are financed in part through a grant from the Ohio Department of Agriculture, the State of Ohio and the United States Department of Agriculture under the provisions of the Specialty Crop Block Grant.

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### ***About Countryside Conservancy***

[Countryside Conservancy](http://www.cvcountryside.org) advances the vision of a Northeast Ohio filled with thriving farming and food entrepreneurs: where farms are viable businesses, farmland is a treasured resource, and local food is commonplace. Countryside Conservancy supports up-and-coming farmers, shares innovative land-use and business models, facilitates networking opportunities, and advocates community-based agriculture. They connect communities and farmers, provide alternate market choices, and create venues that foster civic engagement through fun and informal education. For more information, go to [www.cvcountryside.org](http://www.cvcountryside.org).